

DT05 Rec'd PCT/PTO 10 DEC 2004

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CLAIMS:

1. A method of providing a profile to a mobile terminal, the method comprising:
 - allocating a profile to a specific event;
 - detecting an association of a mobile terminal with said event; and
 - transmitting said profile to said mobile terminal.
2. A method according to claim 1 wherein said profile includes a collection of user settings or preferences.
3. A method according to claim 1 or claim 2 wherein said profile includes user manageable settings.
4. A method according to any one of claims 1 to 3 wherein said profile includes a custom or event specific profile package.
5. A method according to any one of claims 1 to 3 further including the step of installing the profile in said mobile station.
6. A method according to any one of claims 1 to 5, wherein said event is a location dependent event, the step of detecting an association of a mobile terminal with said event comprising detecting a location of the mobile terminal.
7. A method according to claim 6, wherein said event is further a time dependent event, the step of detecting an association of a mobile terminal with said event further comprising detecting the location of the mobile terminal within a predetermined time period.
8. A method according to claim 7, wherein the predetermined time period corresponds to duration of the event.

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9. A method according to any preceding claim, further comprising removing said profile from said mobile terminal responsive to termination of said event.

10. A method according to claim 9, wherein said removing step comprises transmitting a termination signal to said mobile terminal responsive to which said profile is deleted.

11. A method according to claim 10, wherein the profile is removed responsive to the mobile terminal leaving the location associated with an event.

12. A method according to any preceding claim wherein the profile includes a link to event specific information.

13. A method according to any preceding claim wherein the profile includes the identity of an instant community.

14. An application server for providing an event specific profile to at least one mobile terminal, including:

a first communications interface for providing a mobile network with event specific information;

a second communications interface for receiving details of a mobile terminal associated with said event specific information;

and a third communications interface for transmitting the event specific profile to the mobile terminal associated with said event specific information.

15. An application server according to claim 14 wherein said profile includes a collection of user settings or preferences.

16. An application server according to claim 14 or claim 15 wherein said profile includes user manageable settings.

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17. An application server according to any one of claims 14 to 16 wherein said profile includes a custom or event specific profile package.
18. An application server according to any one of claims 14 to 17 further including the step of installing the profile in said mobile station.
19. An application server according to any one of claims 14 to 18, wherein the event is a location dependent event.
20. An application server according to any one of claims 14 to 19 wherein the event is further a time dependent event.
21. An application server according to any one of claims 14 or claim 20, wherein the event specific information is a geographical location.
22. An application server according to any one of claims 14 to 21, wherein the second communications interface receives details of a mobile terminal located in said location
23. An application server according to claim 22, wherein said details include the identity of the mobile terminal.
24. An application server according to any one of claims 14 to 23, wherein the first and second communications interface are a fixed line communication interface.
25. An application server according to any one of claims 14 to 24, wherein the third communication interface is a mobile wireless communication interface.
26. An application server according to claim 25, wherein the third communication interface is a GPRS or Bluetooth interface.

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27. A communication system for providing event specific profiles to mobile terminals, comprising:

an application server associated with the event;

a mobile communication network for receiving event specific characteristics from the application server; and

at least one mobile terminal for connection in said network;

wherein the mobile network notifies the application server if the mobile terminal is associated with said event, and when responsive thereto the application server transmits the event specific profile to said mobile terminal.

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